

THE GREATEST ANNUAL SALE OF Muslin Underwear and Infants' Wear

STARTS MONDAY MORNING, JANUARY 30th



It's the sale you've been waiting for. It's the culmination of months of busy planning and shrewd, careful and deliberate buying, in order that this great sale shall eclipse all previous Muslin Underwear and Infants' Wear sales. We know we succeeded and that the garments offered in this sale show better materials, more profuse and tasteful trimmings and a higher grade of workmanship than those offered at any previous sale at the same prices. We enumerate but a small number from the hundreds and hundreds of the most magnificent values that await your coming Monday.



10c Buys in This Sale

Choice of garments worth 25c each and every one of them perfect in fit and finish.

- LADIES' CORSET COVERS, all sizes, made of good quality cambric and neatly trimmed 10c
- CHILDREN'S WAISTS, sizes for children, 1 to 10 years, are well made of extra quality jean, in this sale at 10c
- CHILDREN'S DRAWERS, all sizes, an extra well made quality of best muslin, plain or trimmed, in this sale, per pair 10c
- CHILDREN'S SKIRTS WITH WAIST, in a splendid well made 25c quality go during this sale at 10c

50c Buys in This Sale

Choice of the most phenomenal values. To miss them would be an absolute waste of money.

- COMBINATION GARMENTS, corset cover and drawers, or corset cover and skirt combination, in all sizes, made of fine long cloth neatly trimmed. Best \$1.00 values. Choice in this sale at 50c
- LADIES' GOWNS, 10 excellent high or low neck styles to choose from, all cut full length and width of splendid material, in all sizes 50c
- LADIES' SKIRTS, made of splendid muslin with deep embroidery or lace trimmed ruffle, several good \$1.00 styles to choose from at 50c
- MISSIE'S SKIRTS, of fine cambric with deep ruffle, trimmed in lace insertion and edging. Sizes for girls 6 to 14 years, in this sale at 50c
- LADIES' SKIRT CHEMISE, pretty styles made of fine material, lace or embroidery trimmed, \$1.00 values in all sizes, go in this sale at 50c
- LADIES' DRAWERS, a great variety of lace or embroidery trimmed styles in regular or Isabelle make, to choose from, all sizes, at 50c
- LADIES' CORSET COVERS, twenty different styles to choose from, all beautifully trimmed and perfect in fit and finish, \$1.00 values, in all sizes, in this sale at 50c
- LADIES' SHORT SKIRTS, made of fine cambric, lace or embroidery trimmed, in all sizes, 50c
- CHILDREN'S NIGHT GOWNS, high or low neck styles with long or short sleeves, made of fine material, neatly trimmed, all sizes, in this sale at 50c

25c Buys in This Sale

The most wonderful bargain values Salt Lake has ever known.

- LADIES' CHEMISE, made of extra good muslin, a variety of styles to choose from in all sizes, go in this sale at 25c
- CHILDREN'S NIGHT GOWNS, all sizes, made of splendid muslin, in high or low neck styles—50c values, go in this sale, at 25c
- LADIES' DRAWERS, with tucked, lace or embroidery trimmed ruffle in open or closed, all sizes, in this sale at 25c
- LADIES' SKIRTS, all lengths, with tucked ruffle on bottom, best 50c grade at 25c
- CHILDREN'S SKIRTS, with waist or band, in all sizes, lace or embroidery trimmed, go in this sale at 25c
- CORSET COVERS, an almost endless variety of the best and prettiest 50c styles, lace or embroidery trimmed, go in this sale at 25c
- CHILDREN'S DRAWERS, splendid 50c values, lace or embroidery trimmed, all sizes for children or misses, go in this sale at 25c
- LADIES' SHORT SKIRTS, excellent 50c grades, in all lengths—a variety of styles go in this sale at 25c

Ladies' Skirts

Styles that win instant admiration for their beauty and workmanship, superior in every respect though offered at these popular prices.

- ALL \$2.00 SKIRTS go in this sale at \$1.25
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- ALL \$2.75 SKIRTS go in this sale at \$1.85
- ALL \$3.00 SKIRTS go in this sale at \$2.00
- ALL \$3.25 SKIRTS go in this sale at \$2.25
- ALL \$4.00 SKIRTS go in this sale at \$2.95
- ALL \$5.00 SKIRTS go in this sale at \$3.75
- ALL \$7.50 SKIRTS go in this sale at \$4.95
- ALL \$9.00 SKIRTS go in this sale at \$6.50
- ALL \$10.00 SKIRTS go in this sale at \$7.50



SUPERB COLLECTION OF THE CHOICEST.. Infants' Wear

INCLUDING EVERYTHING FOR BABY'S WARDROBE, AT LESS THAN COST OF MATERIALS AND TRIMMINGS

A truly charming collection, the best it has ever been our good fortune to secure; all thoroughly well made of very finest materials, bewitchingly trimmed in fine laces and embroideries; nothing reserved.

All Infants' Long and Short Dresses—All Infants' Coats and Jackets—All Infants' Long and Short Skirts, Blbs., Booties, Flannel Wear, Etc.

All go at prices to make these the greatest of all sale bargains.

HAND MADE DRESSES AND SLIPS

Form a great attraction in this sale; trimmed in dainty French laces and insertions, with every seam and tuck made strictly by hand.

EXTRA SPECIAL.	EXTRA SPECIAL.	EXTRA SPECIAL.	EXTRA SPECIAL.
LADIES' NIGHT GOWNS AT 39c EACH.	INFANTS' DRESSES AT 69c EACH.	PRINCESS SLIPS AT \$2.65 EACH.	LADIES' SKIRTS AT \$2.00 EACH.
Gowns made of splendid quality muslin with high or low neck, plain tucked or trimmed yoke, are cut full length and width. Best 65c values, at each 39c	Infants' long or short dresses in a great variety of neat and pretty styles, made of fine sheer materials, \$1.25 values, at 69c	Styles that are simply beautiful, made of the best and finest materials, qualities that are the greatest \$3.75 and \$4.50 values, in this sale at \$2.65	Made of the best muslin or cambric in all lengths, lace or embroidery trimmed styles to choose from. A variety of the best \$3 grades in this sale at \$2.00

Princess Slips

You can't afford to miss these wonderful values if you expect to need Princess Slips during the coming summer.

\$2.00 PRINCESS SLIPS, in this weeks' sale at \$1.39	\$3.25 PRINCESS SLIPS, in this weeks' sale at \$2.25
\$2.50 PRINCESS SLIPS, in this weeks' sale at \$1.65	\$3.75 PRINCESS SLIPS, in this weeks' sale at \$2.65
\$3.00 PRINCESS SLIPS, in this weeks' sale at \$2.00	\$5.00 PRINCESS SLIPS, in this weeks' sale at \$3.75

Combination Garments

You can save almost half by laying in your supply during this sale.

BEAUTIFUL \$2.00 COMBINATION GARMENTS, corset cover and skirt or corset cover and drawers, go in this sale at \$1.25	THE BEST \$2.25 GRADES, combination garments, go in this week's sale at \$1.50
MOST ELEGANT \$3.00 VALUES, combination garments, go in this week's sale at \$1.95	

\$1.00 Buys in This Sale

Choice of garments that are matchless in quality, matchless in beauty, matchless in fit and trimming at this price.

- LADIES' GOWNS, values that are positively surprising at this particular price, you can choose of 16 high or low styles, greatest \$1.75 values, go in this sale at \$1.00
- PRINCESS SLIPS, made of fine lingerie or lawn—several pretty styles to choose from \$1.00
- LADIES' SKIRTS, you can't duplicate the values at any other time for less than \$2.00. The materials are best cambric or muslin, the trimmings most exquisite pattern in laces and embroideries, the sale price \$1.00
- COMBINATION GARMENTS, corset cover and skirt or corset cover and drawers combinations, lace or embroidery trimmed, \$2.00 values go in this sale at \$1.00
- LADIES' CORSET COVERS, a variety of the daintiest styles, among them several pretty numbers made of fine all over embroidery. All sizes. Value \$1.75 each go at \$1.00
- LADIES' DRAWERS, of fine long cloth—beautifully trimmed, several \$2.00 values to choose from, all lengths—open or closed in this sale \$1.00
- LADIES' CHEMISE, 4 nobby lace or embroidery trimmed styles to choose from, all made of extra good material, in all sizes \$1.00

15c Buys in This Sale

Qualities you'll find it hard to duplicate for less than 35c each.

- LADIES' DRAWERS, of good quality, in all sizes, in open or closed sale at 15c
- LADIES' CORSET COVERS, variety of styles to choose from made of good cambric, lace or embroidery trimmed, all sizes, in this sale at 15c
- CHILDREN'S WAISTS, of quality white jean, all sizes, in this sale at 15c
- CHILDREN'S SKIRTS, with waist or band, all sizes, go in this sale at 15c
- CHILDREN'S DRAWERS, extra good quality, with plain or trimmed ruffle, all sizes, in this sale at 15c

75c Buys in This Sale

Even greater values than those in which our muslin underwear sale are noted.

- LADIES' SKIRTS, with deep embroidery or lace trimmed ruffle, \$1.25 values, go in this sale at 75c
- LADIES' COMBINATIONS, corset cover and skirt or corset cover and drawers combinations. Prices \$1.25 styles, go in this sale at 75c
- LADIES' GOWNS, the 20 different styles we are offering at this price will prove a revelation in high values, they come in lace or embroidery trimmed, with high or low neck, the sale price 75c
- LADIES' SHORT SKIRTS, made of fine cambric, lace or embroidery trimmed, greatest \$1.25 values in this sale at 75c
- LADIES' CORSET COVERS, made of finest sheer materials, daintily trimmed, the most superior \$1.25 values, go in this sale at 75c
- LADIES' DRAWERS, fit and comfortable combined with fine materials and the best embroideries and laces, make these particularly attractive at 75c
- MISSIE'S SKIRTS, of fine cambric, embroidery trimmed, all sizes, greatest \$1.25 values at 75c
- LADIES' SKIRT CHEMISE, trimmed in lace or embroidery, with tucked ruffle on bottom—made of fine materials in all sizes at 75c

Rarest Values in Ladies' Gowns

You cannot realize what you can save unless you personally see qualities and styles, represented in these offerings.

\$2.00 GOWNS, sell during this sale at \$1.25	\$2.25 GOWNS, sell during this sale at \$1.50
\$2.50 GOWNS, sell during this sale at \$1.65	\$3.00 GOWNS, sell during this sale at \$1.95
\$3.25 GOWNS, sell during this sale at \$2.25	\$4.00 GOWNS, sell during this sale at \$2.95
\$6.00 GOWNS, sell during this sale at \$4.00	\$8.50 GOWNS, sell during this sale at \$6.00

Black Peau de Sole

36 inches wide, elegant, soft, lustrous and splendid wearing quality, suitable for waists and gowns, value \$1.50, on sale \$1.17 1/2

Ladies' Tailored Suits

Values up to \$40.00 at \$18.75

\$6.50, \$7.50 and \$8.50 IRISH POINT AND NOVELTY CURTAINS

In two-toned effects, 1, 2, 3 and 6 pair of a kind, 2 1/2 yds long and 40 inches wide, for a clean up this week at, pr.

\$2.98

OUR \$1.00 GRADE WHITE WOOL FLANNEL

36 inches wide, this week as long as it lasts, at a yard 59c

\$3.40

50c TURKISH BATH TOWELS

24 inches wide and 56 inches long, this week as long as they last, at each 24c

\$5.9c

40c PILLOW CASES

Hemmed and hemstitched, Pequot 50 by 36, the best and largest size made, this week as long as they last at each—

23c

\$2.50 Bleached Turkish Bath Blankets

72 inches wide and 74 inches long, this week as long as they last at each—

\$1.39

GENTS' MUSLIN NIGHT SHIRTS

\$1.25 values, special 90c at only

49c

The Very Newest Waists at Very Attractive Prices

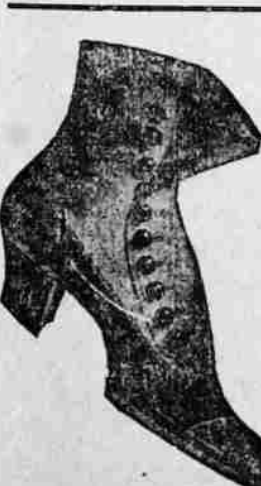
The waists were made by one of the foremost concerns in that line of business and you cannot realize how low these prices are until you have seen the waists. For your own sake, therefore, see them.

- New Lingerie Waists 98c
- A most wonderful showing of new and stylish lingerie waists that usually sell for \$1.50. Truly extraordinary values, as we will sell these waists at 98c
- Slightly Lingerie Waists \$1.25
- These waists represent the very latest ideas for spring and summer in embroidery, lace trimmed or tucked effects. They will create a sensation at \$1.25



- Modish Lingerie Waists \$1.45
- These waists are entirely new, attractive and modish, a beautiful assortment to select from. The materials and workmanship will astonish you at this popular price. \$1.45
- Stylish Lingerie Waists \$1.98
- Waists of a superior workmanship, very effective in design, skillfully developed from well selected materials, new and attractive patterns, amazing values at \$1.98

Our Shoe Department to Have a New Manager



HE HAS DETERMINED TO OPEN THE NEW SEASON WITH AN ENTIRELY NEW STOCK IN EVERY PARTICULAR, AND WE'LL SELL EVERY PAIR OF SHOES NOW ON HAND AT A SACRIFICE!

This is to be no half way measure. Every pair of shoes now in stock must be sold before spring. We will have absolutely nothing but brand new stock when the season opens. Shoes of every kind for every purpose—for women and children—all will be sacrificed this week.

- CHILDREN'S SHOES, sizes 1 to 5, at a pair 64c
- CHILDREN'S SHOES, sizes 6 to 8, at a pair \$1.18
- MISSIE'S SHOES, sizes 8 1/2 to 12, at a pair \$1.28
- MISSIE'S SHOE, sizes 12 1/2 to 2, at a pair \$1.48
- Boys, get next and grab the high cut, buck black and tan boots, worth \$2.75, at a pair \$2.75
- 2000 pair of ladies' patent and vic kid bal and blucher, all sizes and widths, at a pair \$1.18, \$1.78 & \$2.18
- Extra good values in ladies' \$4.00 and \$5.00 shoes at \$2.75